Antalya Bilim University
Department of Business Administration,
BUSI 431
Strategic Brand Management
Fall 2022

Class time & Place:

Office hours: All students are welcome

Some of a firm's most valuable assets are the brands that it has invested in and developed over time. Although manufacturing processes can often be duplicated, strongly held beliefs and attitudes established in consumers' minds cannot. Therefore, building brands and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand management drives consumer loyalty, competitive advantage and last but not least superior financial results.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses. Many examples/cases will also be discussed in class. A significant component of the learning experience, in a course of this type, is constructive and reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

Course book:
Kevin Lane Keller, Strategic Brand Management, 4th edition (Global Edition), Pearson, ISBN-13 978-0-273-77941-4 Students are responsible to get a hard copy of the course book.

Recommended readings:
Recommended books by Byron Sharp "How brands grow", Temel Aksoy "Efsaneler ve Gerçekler"

Developing Graduate Attributes
Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:
- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism
Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

1) **Midterm (50%):** Students are responsible for all class material covered until the midterm exam. Exam will be assey/multiple choice type. Details to be announced.

2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be assey/multiple choice type. Details to be announced.

   Ps: An extra presentation might be added to the assessment criteria. TBA.

Course Schedule

WEEK 1 Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

WEEK 2 Brands and Brands Management

Kevin Lane Keller Chapter 1, pp. 29-67
WEEK 3 Customer Based Brand Equity and Brand Positioning
Kevin Lane Keller Chapter 2, pp. 67-106

WEEK 4 Brand Resonance and the Brand Value Chain

Kevin Lane Keller Chapter 3, pp. 106-141

WEEK 5 Choosing Brand Elements to Build Brand Equity & Leveraging Secondary Brand Associations to Build Brand Equity

Kevin Lane Keller Chapter 4 and 7, pp. 141-177 and 259-291

WEEK 6 Designing Marketing Programs To Build Brand Equity

Kevin Lane Keller Chapter 5, pp. 177-217

WEEK 7 Integrating Marketing Communications to Build Brand Equity
Kevin Lane Keller Chapter 6, pp. 217-259

WEEK 8 Midterm Exam

WEEK 9 GUEST SPEAKER (Week and Speaker TBA)

WEEK 10 Designing and Implementing Branding Strategies

Kevin Lane Keller Chapter 11, pp. 385-431

WEEK 11 Introducing and Naming New Products

Kevin Lane Keller Chapter 12, pp. 431-477

WEEK 12 Managing Brands Over Time

Kevin Lane Keller Chapter 13, pp. 477-509

WEEK 13-14 Closing Orientations

Grading Policy:

Midterm exam 50%

Final exam   50%

Letter Grading: Passing grade is 40 out of 100. Letter grades are TBA.

*** This syllabus is subject to change based on Professor's inquiry. Classes can offline.